

# **APPARATUS METHOD AND SYSTEM FOR PROVIDING ENHANCED DIGITAL SERVICES USING AN ANALOG BROADCAST LICENSE**

## **ABSTRACT OF THE DISCLOSURE**

A transmission spectrum historically associated with analog broadcast signals is leveraged for digital transmission to provide broadcast channels and user-requested channels to a specific geographic region. In addition to broadcast data such as television programming, digital newspapers, and movie channels, back-channels are used to provide interactive and bi-directional communications necessary for on-demand content, internet access, video games, telephone services, and the like. The back-channels may be transmitted via wireless, telephone modem, DSL, or other means. The broadcast license associated with the present invention may be a commercial broadcast license, a public service license, a low power license, or the like. To increase the available channels and associated services, the original analog signal may be replaced by digital transmission signals. To further increase the quantity of services, directional transmission and reception of both user-requested channels and back-channels may be used along with multiple transmission towers to support those channels.